

## AUTOMOBILE ACCESSORY SHOW HERE

Builders of Motor Car Equip-  
ment Exhibit Their  
Products.

### MOTORING FRATERNITY GREATLY INTERESTED

All those interested in motoring have an opportunity of attending one of the most compact and instructive automobile accessory shows ever given. The exhibition is being held at Gordon Motor Company's Garage. This exhibition is known as the Standard Equipment Show. It is really intended to be of an educational character, and is the result of the determination of the United Manufacturers of New York to visit the larger cities and towns throughout the country in an effort to more fully acquaint the motoring fraternity with the finer details and inside facts connected with the building and operation of modern motor car equipment.

A number of polite and courteous salesmen are in attendance, who will gladly answer all questions regarding the manufacture of the products they exhibit. There is a fund of automobile knowledge awaiting those who would really like to know more about the accessories of their "steeds of steel." For example, a speedometer is on view which is so cleverly constructed that it indicates speed with its entire mechanism exposed to view. In fact, everything in the Standard Equipment Show is of interest not alone to those who motor, but to those who contemplate the early purchase of a car. The United Manufacturers believe that by means of these Standard Equipment Shows, they will be able to assist the motorist in determining what is better for his car. They show him the fine points about his equipment and enable him to make an intelligent selection.

These famous accessories are all as  
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## FOSTER MOTOR CAR COMPANY'S BIG GARAGE

Representing Three Stand-  
ard Lines—Their  
Records.

### SUPPLIES AND ACCESSORIES CARRIED

Foster Motor Car, Incorporated, whose garage is up-to-date in every respect, is located 605-613 West Broad Street, at Elba Station. The members of this company are practical automobile men, whose actual experience in the automobile business dates back to the pioneer days of 1905, when the automobiles in Richmond could be counted on the fingers of one hand.

By square dealing and honest endeavor, ever looking to the personal interest of their patrons, they have built up a business which probably ranks second to none in the South.

The repair department is in charge of a mechanical engineer of high order. He is assisted by skilled men, who have been brought up in the automobile business. The equipment of their repair shop is complete and up-to-date, and work of the finest character is turned out here and guaranteed in every respect.

Foster Motor Car Company handle only cars of standard manufacture, and which have a national reputation and unquestionable merit. Each car sold by them is sold under a year's guarantee.

It is the policy of this company to show no favoritism to their patrons, but to give the same "square deal" and to extend the same courtesies to each and every one without exception.

"Do business on business principles" is their motto.

This company has the agencies for the celebrated Pierce-Arrow, Franklin and Buick cars, all of which hold records in their respective classes which have never been equaled.

Pierce-Arrow cars have for five con-  
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## AUTOMOBILE INDUSTRY; ITS EXTENT

Virginia's Interest Deeply  
Involved—Her At-  
titude?

### POSSIBILITIES FOR GREAT DEVELOPMENT

Doubtless few people in Richmond, with its scarcely more than 300 automobiles, or even in Virginia, with her approximate 2,000, have paused to reflect on the extent of the automobile industry as it is to-day. Fewer still have probably made research to learn just what the business means to this country, to our sister States and what it might mean to our glorious Commonwealth.

Statistics show that prior to 1909 there were practically 50,000 automobiles running in the United States. During the ensuing year that number was increased by the vast number of 100,000, or 200 per cent.

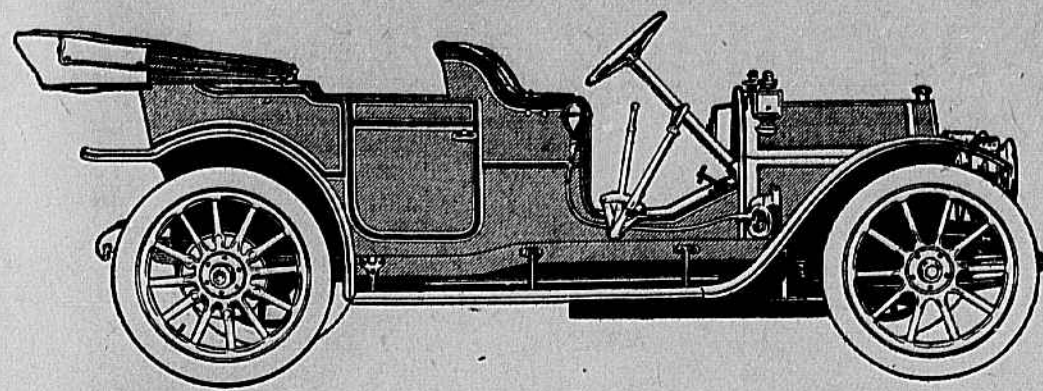
With the total of 150,000 running prior to the present year we have a carefully estimated output for 1910 of 313,373 cars, at the enormous cost of \$191,588,500, and consisting of 206 different makes. This will mean that there will be owned one automobile to practically every sixty-three male inhabitants in the United States.

The industry furnishes employment to more than 500,000 engaged in the manufacture of cars and accessories, to say nothing of the vast number engaged in their sale and maintenance.

It is true that as late as 1906 the automobile was almost universally considered a fad. Standardization of construction and its acknowledged value as a means of economy and rapid locomotion has since placed the motor car beyond all question on the list of human necessities.

Of the entire output twenty-two States are engaged in their manufacture, Michigan leading, with an output for 1910 of 99,216 cars, the value of which is \$116,126,000.

Virginia's part in this is admittedly  
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Chalmers "30" Touring Car and Roadster, \$1,500; Pony Tonneau, \$1,600; Inside Drive Coupe, \$2,100; Limousine, \$2,750.

## Any One Could Write an Advertisement Like This---But No One Else Could Show This Car

It is easy to make claims for cars. Any car can be the best car made, and most cars are—in advertisements.

All the advertising in the world won't make a car a good car. It has to be a good car, if it is good, because of its design, its materials and its construction. Advertising cannot take the place of those things.

We spend a good many thousands of dollars a year advertising our cars, but that is not a reason why you should buy a Chalmers car. The reason lies in the car itself.

### Why a \$10,000 Exhibit?

We have an educational show exhibit that cost us \$10,000. We did not put this exhibit in Madison Square Garden and the Wayne Casino simply for the purpose of advertising, or even for the purpose primarily of making immediate sales.

We put in this educational exhibit because we wanted to give everyone interested the fairest possible opportunity to see everything there is to see about the construction and operation, the workmanship and finish of Chalmers cars.

We are so sure of our car that we cut the chassis open from end to end for inspection at the shows. We are glad to show it all, for we are proud of it all.

### We Favor Shows

We are in favor of automobile shows, just as you are. You are in favor of them because they enable you to make careful comparisons and make them quickly.

A show enables you to put competing cars side by side and go over them point by point.

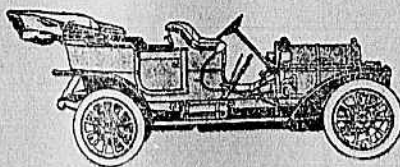
We invite comparison point by point. We have often wished in selling our cars we could put them side by side with other cars that are being considered. It is the only way to arrive at a right conclusion.

It is not our purpose in advertising, or in having an expensive exhibit for the shows, to try and rush people into buying cars. We are trying to help you go into the motor car question as thoroughly as you want to go into it.

We are trying constantly to teach everyone to make careful comparisons. All we ask is that you examine our car in comparison with all the other cars point by point; test it out as well as you can; take the past records into consideration; then if you buy some other car we have nothing to say.

### Consider Point by Point

More than a million dollars will be spent this year on automobile advertisements. But you are not fair with yourself if you buy solely by an advertisement.



Chalmers "Forty" Touring Car, Pony Tonneau, Roadster, \$2,750.

Perhaps some one can write a better advertisement than we can write. Yet we are honestly convinced that no one can offer you so good value in a car as we can offer. Hence, if you did not take the car, rather than the advertisement, into consideration, you would not be treating yourself fairly.

Consider the Chalmers car point by point. It pleases first through the sense of sight. We believe that there is no car which is more satisfying to the eye than the Chalmers. The lines are beautiful. The finish is the best. There is nothing skimpy about the Chalmers car. Nothing cheap.

Every Chalmers car has that tailor-made, well-groomed, carefully finished appearance that is always a source of delight and pride to the owner. Yet our prices are low.

### Little Things Mean Perfection

So many "little things" have been carefully looked after on the Chalmers car which have been left undone on other cars. Go over this car from radiator to rear axle. Put any other car alongside of it while you are doing so.

The radiator looks good and it is good. Note even the cap on the radiator and the monogram—very small things of themselves, but showing thoughtful attention to details. Note the fenders: They are heavy and strong, securely fastened. Nothing tin-panny about them.

Note the care that has been taken to protect the mechanism and the passengers from dust; examine the running boards, the door latches, the wiring and dash assembly.

See if the driver could be in a more comfortable position in any car.

Note the woodwork on the car. Compare the wood, and the finish of it, with any other car selling near our price.

Note the upholstery. Note the care with which the painting and striping has been done.

Note the big steering wheel and the steering post and even the wood of the steering wheel. Note the big handsome doors. Note the tastefully designed gear and brake levers. Note the large wheels and how the rear wheels are bolted to the brake drums.

A cheap tie will spoil the effect of a sixty dollar suit. Hence the "little things," the little masters of taste and style that mean perfection, have been taken care of in the medium-priced Chalmers cars. Good taste has a commercial value and we realize it.

### You Must Feel Safe

Be careful to examine cars for the "Elements of Safety." There are four main elements of safety: A strong frame; strong steering connections; strong wheels well fastened to the axles; and big, strong, quick-acting brakes.

Have these points in mind when you examine cars. We have confidence that the Chalmers cars will come out of any comparison on these points with flying colors.

### No Record Like This

As for the motor and what it will do—as for the record of the car itself; that story is so well known that it should hardly need be repeated.

We know that our cars have a good reputation in this country. We know it from what the owners say. We know it from what thousands of people who visit our exhibits at the shows say. We know it from a thousand things we hear from all parts of the country. This is the most gratifying fact we could possibly know. It is the realization of our hopes.

This could not be a fact simply because of advertising. It could be a fact only because the cars themselves have made good. They have made good with the people who have bought them, one by one.

They have made good in contests of all kinds during the last two years in a way that no other cars have equaled. In two years of motor contests they have won 89 firsts, 32 seconds, and 21 thirds. They have won a higher percentage of events entered than any other cars.

*They are the champion cars.*

### We Take Pains to Succeed

We are able to give the kind of cars we do at the prices we ask simply because we have taken the pains to do so.

We have taken the time to design good cars and to test them out. The designing of the Chalmers "30" was a two years' task.

We believe we have an inspection department that is second to none in the business. This department is one of the highest priced departments in our organization. But we find it pays.

We employ 103 men whose sole duty it is to inspect materials, manufacturing processes and finished cars.

There is never a moment, from the time work begins on the raw material until the finished car goes out of the factory, that any single part of the car is not under an inspector's eye.

We give the chassis the severest possible tests on the road. If they can be broken, we want to do the breaking.

Every finished car is submitted to a scrutiny that is almost microscopic.

### Will There Be a "Clean-Up?"

Another reason we are able to give so much for the money is that we are willing to accept a reasonable profit. We are not trying to make a fabulous sum of money in one year or two years. We are making a reasonable amount of money, but we are not advertising fictitious profits.

Some people say there is going to be a "clean-up" in the automobile business some day. Maybe there is and maybe there isn't. But if it ever comes we expect to be in the business after the clean-up, as we are in it before.

We think our business policies justify us in holding this belief. We are selling quality, not price.

### "It Is Like the Chalmers"

There are many people in the automobile business who take pride in the fact of their former connection with our organization; many are proud to say of their product, "It is like the Chalmers."

We appreciate such compliments.

It shall be our aim to so improve our product from year to year, and to so maintain the high standard of our organization that none will ever have cause not to be proud of us and of having been with us.

We would close as we began: It is easy to make advertising claims for cars; but to make cars that will make good the claims is hard.

We ask automobile buyers this: After the advertisements have attracted your attention, then in fairness to yourselves and all the manufacturers, compare the cars point by point. That is all we ask.



## The Pierce-Arrow

Because so much real thinking has gone into every detail of the Pierce-Arrow

Car; it demands the smallest amount of thought from the owner.

That is our idea of a luxurious car. Deliveries of

1911 Pierce-Arrow Cars Begin in July.

## Model 17, Buick Cars, \$1750.00

Show more speed and power on hills and heavy roads than any other

car selling up to \$3000.00. We will prove this state-

ment if you will allow us to "show you"

Other Buick Models, \$1000, \$1050, \$1150 and \$1400

## Franklin Automobiles

are celebrated for light weight, economy on tires and fuel and for their

easy riding qualities. Built in three sizes, but all the

same quality—\$1800, \$2800, \$3750

## Foster Motor Car Company

605-611 W. Broad---at Elba

ASK OUR CUSTOMERS

## Gordon Motor Co., Inc.,

"CARS OF CHARACTER"

Distributors for Virginia and Central and Eastern North Carolina.